

AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph beginning on page 36, line 2, as follows:

Therefore, as shown in Fig. 10(b), the frame frequency of the input image signal is converted eightfold into 480 Hz so as to reduce the image write-scanning duration to ~~2.5%~~ 12.5% of one frame period, and after the image write-scan has been completed, backlight 7 is activated after a lapse of the predetermined liquid crystal response time (here 25% of one frame period), so that the backlight illumination duration (image display duration) is increased. Thereby, the impulse ratio is set to be 62.5% and it is possible to reproduce smooth motion of moving objects by preventing occurrence of blur injuries while suppressing occurrence of image quality defects such as stroboscopic effect, flickering and the like.